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INFO RUEHFK/AMCONSUL FUKUOKA 9098
RUEHNH/AMCONSUL NAHA 1472
RUEHNAG/AMCONSUL NAGOYA 7302
RUEHKSO/AMCONSUL SAPPORO 9681
RUEHOK/AMCONSUL OSAKA KOBE 2828
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SUBJECT: TOKYO MEDIA REACTION - WTO DOHA ROUND

11. LEAD STORIES: Most Wednesday morning Japanese national dailies led with the ruptured WTO Doha Round trade liberalization talks in Geneva.

12. "WTO Led by U.S. and Europe Shows Its Limits" The top-circulation, moderate Yomiuri wrote from Geneva (7/30): "...The fact that the Doha round failed to reach an accord even after seven years of negotiations demonstrates the limits of WTO rule-making in view of the increasing difficulty in finding common interests between developed and developing nations.... The experience of the U.S. and Europe in running things proved to be of no use.... It is a matter of course for any country to make arguments to its advantage. The bigger the presence of emerging economies and developing nations becomes, the more difficult it will be for the WTO to set trade rules."

13. "Cold Water Thrown on Trade Liberalization" The business-oriented Nikkei's correspondent reported from Geneva (7/30): "...The rise of emerging countries like China and India has upset the power balance of WTO negotiations, making it more difficult to reach a consensus. With the WTO round adrift, concerns are emerging that momentum toward a global free trade system could be lost.... It was hoped that a WTO deal would serve as a message to the world promoting trade liberalization and concurrently act as a deterrent to protectionism. However, the ministers assembled in Geneva failed to live up to expectations."

SCHIEFFER